

WHAT IS CLAIMED IS:

1. A print medium covered with an electrically conductive coating, characterized in that the
5 conductive coating comprises at least one electrically conductive synthetic pigment and at least one coating pigment having an oil-absorption capacity of greater than 80 g/100 g of pigment as measured using the United States standard ASTM
10 Standards D2414.
2. The print medium as claimed in claim 1, characterized in that conductive synthetic pigment is a magnesium fluorosilicate.
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3. The print medium as claimed in either of the preceding claims, characterized in that the coating pigment is an amorphous silica.
- 20 4. The print medium as claimed in the preceding claim, characterized in that the amorphous silica has an oil-absorption capacity of approximately 200 g/100 g of pigment as measured using the United States standard ASTM Standards D2414.
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5. The print medium as claimed in one of the preceding claims, characterized in that the conductive coating comprises a mixture of magnesium fluorosilicate, of amorphous silica and
30 of calcium carbonate.
6. The print medium as claimed in claim 5, characterized in that the coating comprises a mixture of 20 to 100 parts by dry weight of
35 magnesium fluorosilicate, of 0 to 80 parts by dry weight of calcium carbonate and of 0 to 10 parts by dry weight of amorphous silica and advantageously of 60 to 80 parts by dry weight of magnesium fluorosilicate, of 20 to 40 parts by dry

weight of calcium carbonate and of 2 to 5 parts by dry weight of amorphous silica.

- 5 7. The print medium as claimed in one of the preceding claims, characterized in that it has an optical density of less than 0.8, an optical density determined using the Prüfbau print test and for a drying time of 15 seconds.
- 10 8. The print medium as claimed in one of the preceding claims, characterized in that it has a surface resistivity of less than 10^{10} ohms, the resistivity determined using the United States standard ASTM D257-99 and for a relative humidity
15 of 10%.
- 20 9. The print medium as claimed in one of the preceding claims, characterized in that it comprises information in the form of an insulating pattern deposited on the conductive coating.
- 25 10. The print medium as claimed in the preceding claim, characterized in that the insulating pattern defines, in combination with the underlying conductive coating, a bar code in which the bars have variable widths and are alternately conductive and insulating.
- 30 11. The print medium as claimed in one of the preceding claims, characterized in that it comprises information read using a device sensitive to variations in electrical conductivity and subsequently transmitted to a computer for storage thereof and optional processing thereof.
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12. A playing card comprising a print medium as claimed in any one of the preceding claims.